No. 28 of a series

Shopping Problems . . . Business Worries . . . Money Troubles . . .

All these things are made easier when you follow the trend toward doing business with your friends and neighbors in your home community of Appomattox. The item you forgot: you can get it quickly at your home town store. Decisions as to repairs, building, or financing a car or item of farm equipment: Home town business men will give you sound counsel. Your credit rating in the community is always safe when you pay cash or pay by the 10th of the month: a good credit rating at home town business places is a tremendous asset.

Appomattox is a Growing Town because it caters to the needs of the home community trade area. Whether you have pulpwood to sell . . . need a part for your tractor . . . a member of your family is seeking employment in industry . . . your car needs service . . . an emergency call for an ambulance . . . you want a telephone installed : : : you desire advice on banking matters . . . the lawn mower needs sharpening . . . whatever your problem, the solution is easier and quicker when you come to Appomattox!

The progressive business places listed on this page are at your service. Take advantage of their great desire to work with you for a growing community. Give them first call.

APPOMATTOX IS A GROWING TOWN . . .
and how good it feels to do your part — in business, school, church and SERVICE TO NEIGHBORS. That's what the Blood Donor Program is — SERVICE TO NEIGHBORS.

If every eligible donor between 21 and 59 gave just one pint of blood this year, the nation's blood supply will be ample.

BLOOD SAVES LIVES — BE A GOOD NEIGHBOR

It takes so little to give so much. Visit the Blood-mobile between the hours of 11 A. M. and 5 P. M.,

make a date to GIVE
BLOOD saves lives

Friday August 6, Liberty Baptist Church

This Community Message Sponsored by the following "Growing With Appomattox" firms and institutions, as a public service

Garst & Jamerson
Wood, Lumber and Ties
Dial 2451

Appomattox Telephone Co.
Growing With and Serving the Appomattox Area

Farmers National Bank
Member F. D. I. C.
Member Federal Reserve
Dial 3001

Appomattox Hardware Co., Inc.
Dial 3131
A complete line of Hardware
Appliances - Plumbing - Housewares

Appomattox Truck & Tractor
Incorporated
Your International-Harvester Dealer
Dial 3911 Route 460
Complete Farm Equipment

Appomattox Oil Company
C. Lewis McDearmon — Dial 3421
Distributor TEXACO *Products*
Tires & Accessories

Coleman's Feed & Seed Store
Your Southern States Dealer
Dial 3663 Appomattox, Va.

Pulliam Motor Sales
Ford Tractor Sales & Service
Dial Appomattox 3662

Virginia Novelty Co., Inc.
Appomattox, Virginia

Moses Motor Co.
Chevrolet & Oldsmobile
Minneapolis-Moline Tractors and All Farm Equipment
Sales and Service That Satisfies
Dial 3773

Poe Hardware Co.
Hardware & Electrical Supplies
Dial 2612

Richard D. Robinson
Ambulance Service
Dial 3331 or 2231
Appomattox, Virginia

J. E. Jamerson & Sons
Building Materials
Paint — Blocks — Woodwork
Cement, etc.
Dial 2673 Appomattox, Va.

Bank of Appomattox
Ideals Create Real Values
Member F. D. I. C.
Dial 2421

J. E. Sears & Co., Inc.
Manufacturers & Dealers in
BUILDING MATERIAL
Appomattox Dial 2891
Lynchburg Branch Dial 2-3409
"Everything to build Anything"

Grinels Motor Co.
Ford Sales & Service
Dial Appomattox 2121

BUSINESS AND INDUSTRIAL REVIEW

Co-Operative Building & Loan Association

Co-Operative Building and Loan Association is located at 215 9th St. in Lynchburg, Va. J. Newton Gordon, Executive Vice-President. Forty years of service. Member Federal Home Loan Bank.

This is one of the institutions which has aided to as great an extent as any other in the upbuilding of the social and home life of the community.

It is an institution in which the people have every confidence, not only because the laws of the state and nation make it a safe association to do business with, but also because its affairs have always been in the hands of men of experience in the commercial and financial world: men who know the people and men, whom the people know.

Many people have idle money or money which they think should be earning a higher rate of interest. Perhaps they are uncertain as to what to do with it. If you are considering the worth of an investment, just ask yourself this question: Is it insured?

The plans of the association offer you an investment that will meet every requirement of the most exacting investor.

QUALITY DAIRY PRODUCTS, Inc. Lynchburg

Quality Dairy Products, Inc. is located at 201 Oakly Ave., on Route 29 in Roanoke, Lynchburg, Va. Call 42464. "Quality - Service - Courtesy." They feature Pasteurized Grade "A" Milk, Homogenized Vitamin "D" Milk, Cream, Butter, Ice Cream and Golden Flak Buttermilk. When you think of Ice Cream you immediately think of theirs. All products are strictly laboratory controlled.

This dairy has one of the cleanest plants and offers the people of this section the very finest of milk and cream—build the health of your family on their milk—all milk and cream from stock of healthy cows.

This progressive institution occupies a prominent place in the home and business life of this part of the State as they are extensive distributors of dairy products that make for the health of the people.

They offer a modern, scientifically equipped service that is the last word of science in the keeping of dairy products for the people in the very best and purest condition. All proper precautions are taken from the milking of the cows, to the sanitary methods of delivery.

The milk is quality milk produced for those who want the best that can be had. It is produced under the most exacting conditions—from cows—under their constant inspection and supervision — with their carefully selected herds of highest percentage of butterfat and milk solids content.

The farms from which they derive their supply are known the state over for having some of the finest bred cattle of which the State can boast. They are given the best of attention, fed the most nourishing food and every art of modern science has been brought into use for their well being. The milk and cream is kept in the best of condition.

A business review of the community would not be complete without mention, prominent and meritorious, of this popular firm and their extensive operation in the production of milk and cream.

Bottled Gas Company of Lynchburg, Inc.

Bottled Gas Company of Lynchburg, Inc. is located at 109 13th in Lynchburg, Va. Dial 3-2721 for HEATANE metered gas service—cooking, and heating with speed.

No matter where you live, in the small town, in the suburb or in the country, you can enjoy the convenience and economy of gas service equal to that provided by the public utility concerns and living is raised to the highest standard of comfort with gas for use in cooking.

This very modern gas concern is a thoroughly tested development in the gas equipment field, offers to small towns and country and suburban homes a service comparable to that of any gas company. It offers a pure, clean fuel which is ideal for cooking at a cost that will appeal to the most thrifty.

Gas service is a necessity for the "completely modern" home whether located in city or country. The experience of others clearly shows that this up-to-date firm produces the cheapest and most satisfactory fuel for the isolated home. It is no longer necessary to deny your family the satisfaction of gas service no matter where you live.

In making this review we wish to compliment this firm upon the great work they are doing and to urge our readers that they will find a visit to this firm well worth while.

Consumers Company of Lynchburg, Inc.

Consumers Company of Lynchburg, Inc. is located at 544 Oakly Ave in Lynchburg, Va. Dial 3-2761. They do sheet metal work of all types—duct work, heating, and ventilating, Stainless Steel fabrication. Also all types of roofs—asbestos and asphalt shingles, slate, tile, and Bonded built-up roofs.

This progressive, modern concern is a sheet metal contractor offering the best service on the lowest possible prices. His work is a testimony to his ability. Equal service to the small as well as the large piece of work is his motto. All work guaranteed.

When we see water beginning to come in at the ceiling, then it is that we begin to look up the trouble and source of the leak.

When the contents of our homes wear out and we have an unsightly dirty stream of water coming down the side we must have them repaired. When our sky lights leak we seek someone who will give us complete satisfaction at a minimum of cost.

Who is it that we always go to for repairs? Ask any man who are the most reliable sheet metal contractors and without hesitation he will name these contractors. We cannot help but think of them when we have any metal work to be done. Their work has been tried and found to be perfect.

They have built up a reputation that is known everywhere. They stand back of every piece of work they do. They are prompt in all of their work and speedy in the work itself. Their prices are reasonable. They do not overcharge for any piece of work no matter how large or how small.

TURNER BUICK CORPORATION Lynchburg

Turner Buick Corporation is located at 4th and Federal in Lynchburg, Va Dial 3-3273. Home of new Buick Cars and GMC Trucks. You get a better used car from a Buick Dealer.

This new car has the thoroughly tested motors which have proven their merit and demonstrated their super qualities under the most exacting conditions. These cars of today are truly modern cars, having all the essential features of the most advanced cars, but they sell at a surprisingly low figure. A test demonstration of these cars will explain its popularity.

All models are furnished in new color combinations. These cars are a great achievement in the automotive world and can truly be said the most complete cars ever offered, giving the public everything needed in a modern automobile. Go in and see these new cars and see what marvelous value they have created.

In the service department, only factory trained mechanics in auto work are permitted to work on the cars. This assures complete satisfaction and the best results from their service. No serious trouble can develop because of incompetency on the part of the mechanics, for they are familiar with every phase of this work.

Ralph O. Smoot Plumbing & Heating Lynchburg

Ralph O. Smoot Plumbing & Heating is located at 1216 Harding in Lynchburg, Va. Dial 3-1981. They do both residential and commercial water installations and repairs. They also handle fixtures, including kitchen sinks, water heaters, Crane and Eljer bath fixtures, and plastic tile. Their heating systems include gas oil and coal, and floor furnaces.

To eliminate loss of time, tools for repair work are carried to the job when a repair order is given.

He has spent his efforts in studying the plumbing problems of all types of homes and will be glad to help your plumbing problems for you. In solving these problems he is rendering a great service to the community, for it is readily admitted by health experts all over the country that greater attention should be paid to plumbing systems by expert heating and sanitary engineers who have done much to raise the general standard of health of all the people—particularly to those in our crowded cities.

He has had the plumbing contracts on some of the most modern homes built in recent years in this and surrounding communities. His bids as well as his repair charges are as low as possible to be consistent with high grade plumbing work and high grade materials.

The manager is a man of the highest standing in the business circles of the community. He takes an active part in every movement seeking to promote the welfare of the community.

LYNCHBURG TRUCK & EQUIPMENT CO., Inc.

Lynchburg Truck and Equipment Co., Inc. is located at 2018 Lakeside Drive in Lynchburg, Va. Dial 2-5207.

The name International has been one that has been associated with all the great developments in the field in the rapid work on the farm.

They feature a full line of world famous International Implements, flawless service on all and a full line of parts. An institution that is active in placing farming on a modern basis in this section of the state.

They offer the best service in the way of a full line of parts for all implements and tractors and these are furnished on a minute's notice so that there is no delay for people using the International line.

Men are in charge of the service who are thoroughly familiar with all and are ready to give any advice or receive any suggestions.

In this review we are glad to **compliment this company upon the attractive display of modern farm machinery and tractors at this establishment.**

KEITH FURNITURE CO., Inc. Lynchburg

Keith Furniture Co., Inc. is located at 1100 Church at 6th, Lynchburg, Va. For finer furniture and more gracious living shop Keith's. They offer complete interior decorating service. Mrs. Eames A. (Pat) Powers, formerly Pat Sears, of Appatomattox, decorator.

What is more important than the building of happy, comfortable homes? We venture the statement that because they contribute probably to a larger degree than any other institution in this important work, this justly popular house is one of the most essential features of the commercial and community life of this section. This immense establishment under the efficient direction of latter day business men is replete with furnishings for the home, and no matter what may be your need in this line, they have it for you at a very reasonable price. Standard makes will be found throughout this store. Good, modern furniture, sofa beds, mattresses, beds, furniture of all kinds, all the articles for the home are represented by standard brands that are known the country over.

This well known business concern is a prominent establishment and men are in charge who thoroughly understand the business in which they are engaged. It adds to the attractiveness of the community to have such a store whose proprietors are always boosting for the general welfare and ever ready to lend aid for all measures for public betterment.

It is hardly possible for us to give a concrete idea of the excellent stock that this firm carries for the accommodation of the public, or the high quality offered at reasonable prices.

A visit to the store, however, will readily prove to you that it is the proper and most advantageous place to buy.

HARRIS CARRIAGE CO., Inc. Lynchburg

Harris Carriage Co., Inc. is located at 1408 Main, Lynchburg, Va. "Since 1919." They rebuild wrecks, do body and fender work, painting, upholstering, install glass, seat covers and convertible tops. Also frame straightening and wheel alignment by Cliff Coleman.

This progressive concern has a modern shop and they are prepared to completely rebuild wrecked cars. They have a large department which does nothing else but rebuild wrecked cars, estimates given at the time of your wreck. This firm is prepared to overhaul your car.

Taking the "dents out of accidents" is the job of no apprentice. This concern employs only the best of skilled men in this department. You need have no fear that an inexperienced man will be broken in on your car. They absolutely guarantee their work to be satisfactory in every manner. Don't you think this is fair enough?

If you get in a wreck, smash your top, dent your fender, break your windshield—or the hundreds of other little things that go with wrecks, don't give up in despair but let this reliable concern fix it up in first class shape. They can fix your wrecked auto in such good shape that you will hardly know that you have been in a wreck.

They are prepared to overhaul wrecked cars of all kinds and descriptions.

Take no chances on the "Jack of All Trades" but save money by patronizing men who have had years of experience.

J. B. Forehand and Co., Developers and Builders

J. B. Forehand and Co., Developers and Builders, is located at 8th and Church in Lynchburg, Va. Dial 2-1221. They do residential and commercial work. Plans furnished, personalized service, estimates given, and financing arranged. Realtors—homes, business and farm rentals. Insurance of all kinds, loans, investments, appraisals and management.

This local concern offers a complete and satisfactory service in the line of building construction. The enterprise is under the careful supervision of a management considered an authority in every phase of the building field. The broad knowledge and wide experience of this firm have successfully made many contracts in this community.

In the civic development of this section of the state the company has taken a most important part. For in the successful competition of building this concern has won such a great preference from public esteem. Many jobs for miles around stand as every-day examples of this foremost firm's mechanical skill.

All the office of this company a most complete service is at the disposal of the local trade. Keenly alert to the needs, desires and demands of the prospective customer, who is the final judge of the materials, quality in products has been the guiding policy of its building plan. Wide experience taught this firm to select materials of the very highest standard in which the many customers have learned to place the greatest faith. Durability, economy and day-to-day satisfaction are the outstanding features of the products used and readers of this issue will do well to consult this firm when in need of advice, information and service in the building line.

Lynchburg Ready Mix Concrete Co. Lynchburg

Lynchburg Ready Mix Concrete Co. is located on Langhorne Rd., Lynchburg, Va. Dial 4-2479. "Concrete for Permanance." They also have sand, gravel and crushed stone.

This up-to-date concern furnishes a complete service of high quality ready mixed concrete for building construction.

They are fully prepared to supply you with orders, real estate men, subdivisions, and home builders on short notice.

They have a fleet of modern motor trucks for transporting and mixing ready mixed concrete in any quantity desired. This is a real convenience in building as it eliminates delay and assures a high quality, hardsetting concrete. The best of service is provided the public of this community. No matter whether you have a large or small amount of concrete work to be done, you will find it more convenient and far more economical to use the service of this well established concern, instead of having sand and concrete separately and then hiring a mixer and paying labor costs.

In this edition we wish to recommend this progressive firm for your needs in material for concrete construction. We wish to say that this firm has more than justified its existence, as its services in this field have proven an essential necessity to this community.

The management has always had at heart the welfare of the community and is at all times ready to cooperate for the benefit of the community.

Louis C. Howard Excavating Contractor Lynchburg

Louis C. Howard Excavating Contractor is located on Rt. 4 on Boonesboro Rd., Lynchburg, Va. Dial 2-5673. They do land clearing, heavy discing, grading, road work, earth dams, terracing and foundation work.

There are always some firms in every community which stand out prominently because of their superior service and in the excavating contracting line in this part of the state particular mention must be given to this concern.

Excavating to most of us is just the digging of a hole in the ground in which to place the foundation of some home or building, or the tearing up of the streets and highways which necessitates detours before the smooth velvet road is offered for our cars. But we should shudder to think of what we would have to endure if we did not have the services of the excavator to afford us pleasure, happiness and health. And in the ultimate—when one considers deeply—his is an undertaking that is of the utmost importance to all of us. His business is no slip shod—hit or miss—come today or tomorrow endeavor but rather a systematic planning and a methodical routine that calls into play a foresight and a knowledge that is exceeded in a few lines.

To note—have the mechanism in working order as well as the trucks in condition—to have these trucks on time to move off with the speed and clockwork precision so that the shovel may continue to bore into the earth—to find a place wherein to dump the dirt taken from the excavation and many other details too numerous to mention are a few of the essentials to conduct this business properly.

RED SMOOT USED AUTO PARTS Lynchburg

Red Smoot Used Auto Parts is located at Cabell and A Sts. in Lynchburg, Va. Dial 8-2720. They have parts for any make car or truck, motors, rear ends, transmissions, etc. They buy wrecked cars and trucks. This firm has one city block of used parts.

This progressive institution is a Twentieth Century economy to the automobile owner of today. Why? Because—they have everything in the way of used automobile parts which can mean only one thing to the people of this community and adjoining territory.

This economy is made possible because of the large amount of business they transact and because of the fact that you do not have to buy a new part every time something goes wrong for here you can buy USED PARTS, which means greater saving to you.

They buy wrecked and used cars that are sometimes as good as new and dismember them to sell the parts, which in many cases haven't been truly broken in yet. These parts are as good as new and are sold at prices that can not fail to appeal to anyone that uses an automobile.

Whether it be tires, tubes, rims bearings, pistons, pins, axles, wheels, cylinder heads, motors, or whatever it may be, they have it. Call at their place of business and see the assortment of used parts and you will be convinced that they can sell for less.

We are pleased to give this public spirited and progressive concern mention in this edition and to say that whenever you are in need of a used part for your car, you will find that you will save money if you pay a visit to their place of business and furthermore you will be given "A Square Deal At All Times."

DUTI-DUDS, INC. Lynchburg

Duti-Duds, Inc. is located at 1117 Clay in Lynchburg, Va., and are manufacturers of Duti-Dubs Nurse, Maid and Clinic Uniforms. William F. Sweeney, President and Manager.

This modern and progressive firm is a Twentieth Century industry under the able direction of men who have always had at heart the best interests of the community in which their valued enterprise is located and one of the firms that keeps the wheels of progress turning in this section.

This is one of our most flourishing industries and a fully worthy of more than passing notice at our hands, for not only is it one of the leading concerns engaged in its especial field of endeavor in this country, but their product has gained a wide reputation for general excellence and are considered a standard among the trade in the country over.

We could write many columns and then not tell you of all the good that this modern industrial concern has done for this section. It has become so much a part of the every day life of the people of the community that many have come to regard it as a "matter or course." It is well to pause occasionally and consider what they mean to us.

In this review of our onward progress we cannot fail to compliment this modern establishment upon the manner in which it conducts its industry and to say it has been a decided factor in the industrial life of the community.

Lawrence Truck Sales & Service Madison Hgts.

Lawrence Truck Sales and Service is located on U.S. 29, 1 mile North of Lynchburg, Madison Heights, Va. Dial 3-2764. They feature International Truck Sales and Service, Nash Car Sales and Service and offer twenty-four hour service.

This progressive concern represents a piece of advanced engineering that has answered every test and has proven a winner in the hands of enthusiastic owners who have found that it not only stood up under the load but operated very efficiently at a low cost of upkeep. The slow depreciation and constant service of these trucks make them sound investment.

The motor truck is no longer one of the luxuries of present day business and industrial life, but has become a necessity. Realizing this fact this factory branch has provided the public the opportunity of securing the very best trucks on the market. The small retail dealers will find that they have provided for his needs with a truck of sufficient capacity which is within his means. The directing head or purchasing agent of the large corporation will find that they have placed at his command the very finest of modern motor trucks of large capacity, designed for the most metropolitan and efficient service. Between these two extremes you will find trucks of any capacity desired, designed for all classes of business and industrial demands and offered at prices which are astoundingly reasonable when the quality of the truck is considered.

They are recognized as an authority on motor truck transportation, thoroughly familiar with all the details of this important problem that is now engrossing the attention of so many business men and manufacturers. They can give facts and figures on original cost, of maintenance, rapidity of service as it relates and in fact with every detail. They have been called upon to assist many large concerns most satisfactorily.

The manager is a prominent citizen of the community interested in her onward progress. We are pleased to compliment them upon their valuable service, the up-to-date establishment and the very reasonable prices. It is such business men as these that make for a more live and progressive community.

EVANS AUTO RADIATOR & FENDER WORKS

Evans Auto Radiator and Fender Works is located at 3200 Campbell Ave. in Lynchburg, Va. Dial 2-1801. They have had over twenty-five years of experience. They rebuild wrecks and do body and fender work. All work done by skilled men and satisfaction is guaranteed.

There is nothing more important to the development of the modern American community than a progressive establishment such as this one, which is replete with a complete line of radiators of all kinds and supplies, and are prepared for all types of radiator work. From the inception of this business it has been one of the most popular establishments in this section, by reason of the fact that the management left nothing undone in the effort to meet every demand of the public.

Recoring of radiators is a very important business and they are equipped scientifically to do this work correctly. Their men are experts in the work and their prices are most attractive.

When it comes to radiators and repairs, they are very complete and you will readily learn why it has come to be known as the house of quality service. The best quality, the highest class service and the most reasonable price possible are features that bring them an ever increasing patronage.

CONNOR'S GLASS SHOP Lynchburg

Connor's Glass Shop is located at 1347 Main in Lynchburg, Va. Dial 3-1481. He has had sixteen years of experience. This firm carrys a complete line of auto glass, window glass, mirrors, table tops and show cases.

This reliable concern has become a center in the glass trade as is evident from the truly large trade they are receiving and the way their reputation is spreading far and wide over this part of the State.

They have a most commodious place and offer a complete service in glass of all kinds. Their stock comes from the leading manufacturers of the country. They buy their stock direct from manufacturers in all the standard sizes and in large quantities.

They have all the equipment for cutting glass to any size and in charge of this department are expert mechanics who understand the size and kinds of glass. They will be glad to estimate any glass work that you need.

GOFF ELECTRICAL CO. Lynchburg

Goff Electrical Co. is located at 2929 Josephine St. in Lynchburg, Va. Dial 3-1172. Vernon B. Goff, owner, is a contractor and dealer, offering twenty-four hour service. They do residential, commercial and industrial work, repairs and maintenance, fixtures and appliances. Estimates cheerfully furnished.

Electricity runs all the home it not the world. You have heard this statement often and every modern housewife will almost testify to the truth of it. The advances made in recent years in applying this force to practical use particularly around the home that experts are demanded to attend to the installation and care of electrical equipment. When a home is constructed today, it is the common thing to let the electrical work to a special electrical contractor who is especially equipped to take care of it. To fulfill such functions is the business of this well known electrical contractor.

Perhaps you are contemplating building a house. Nothing could be wiser than to consult these men regarding the electrical equipment. Proper planning of the wiring, lighting and other details will save you a thousand inconveniences when the house is built. Perhaps you wish to rewire the house in which you live.

The latest methods allow for the satisfactory wiring of almost any house. If you wish three or four way switches this firm can advise you about them. Your wife may have learned the value of using an electric vacuum cleaner, an iron or toaster or percolator. Have you convenient sockets or must you go to the troublesome plug, etc., in order to have these modern advantages in the home

You may save yourself worry about such as these by simply consulting this firm. It is the business of this electrical contractor to study such problems. By their skill, by their satisfactory service, by their fairness in dealing with the public they have earned a reputation which has traveled all over this section of the State. In making homes more livable, this concern is a real asset to this community.

Stokes Institute of Cosmetology Lynchburg

Stokes Institute of Cosmetology is located at 210 12th St. in Lynchburg, Va. Dial 6-2541. Virginia M. and Leon H. Stokes, owners. This is an accredited school and all branches of beauty culture is taught.

This progressive beauty institution conducts the leading school for beauty culture in this section, whose diplomas are recognized over the country. Headquarters for many ladies for beauty culture.

The management, foreseeing the trend of the times, decided to offer a most comprehensive service and established an institution that was in a class by itself by arranging to offer a service that is very scientific, stylish and modern.

They have fitted this shop according to the late and modern ideas of science and thus offer the public the best of service. Every device and article of equipment that has been approved by the trade is here installed for the convenience of the public. Here students are trained who are thoroughly competent. Every phase of beauty culture is featured which gives the customers a full and complete service. It is in fact a modern beauty school in all essentials.

The graduates of this school have an advantage from the fact that they have an excellent standing wherever they go. Many of them are now operating beauty establishments over the country and are very successful. The school gives young ladies an excellent opportunity to enter upon a work that is highly remunerative and very popular today.

In this review we are glad to compliment this very progressive concern on the position it enjoys in the business world and to call the attention of the public to their ever growing fame which has spread to all parts of the country as it has patrons who come to the city especially for the work from all sections.